



Nutrition Cafe & Energy Bar

BUSINESS PLAN

An introduction for anyone looking to add a nutrition club as a profit center or operate as a stand-alone location.

EXECUTIVE SUMMARY

Designed as a free standing store or a supplemental profit center, the nutrition cafe is poised to supplement the bottom line by providing our customers with an attractive, health-focused, food offering that is in-line with their current lifestyle.

Compared to current cafe offerings in the market, our nutrition cafe exceeds customer expectations through a wide offering of meal replacement smoothies, bowls and energy teas. Made with quality ingredients at a competitive price with great margins.

Our competitive edge begins with our ability to use one supplier/vendor for our entire nutrition cafe who also manufactures their core products.



MISSION STATEMENT

“Helping You Live Your Dreams”

We are dedicated to helping all individuals achieve more, live healthier, enjoy more and go further than they would if they approached their every-day without one of our delicious smoothies.

Goals & Purpose For Going Into Business

- Be your own boss
- Create your own schedule
- Build a supplemental or full time income
- Create residual income



NUTRITION CAFE DESCRIPTION

The nutrition cafe boasts high quality, real fruit, meal replacement smoothies/bowls made fresh at an affordable price with the option to customize any smoothie to any customer's health and nutrition needs. In addition, our cafe offers a variety of energy teas and pre & post workout drinks.

The Products & Services

- Meal Replacement Smoothies & Bowls

- Energy Boosting Teas

- Pre & Post Workout Drinks

- Popular Health & Fitness Supplements

- Health & Nutrition Coaching



CURRENT MARKET ANALYSIS

Currently 100 million people a day worldwide drink our smoothies

Diverse Age Range: 18-24, 40-50, 55+

Similar to fast food pricing model

Individuals focused on weight loss

Individuals focused on building muscle mass

Individuals that seek out healthy alternatives

Have an average Income of \$25,000 - \$75,000

A \$2+ BILLION MARKET



COMPETITIVE ADVANTAGE

- Exist in a unique high-traffic location
- Diversified menu that emphasizes high margin items
- Superior product quality with a similar price point compared to the competition
- Not considered a 'chain' like our major competitors
- Utilize a portion controlled and process driven no-waste system
- Small footprint



CONSUMER TRENDS

- Increase in demand for functional beverages (meal replacement, diet aids)
- Increase in demand for the 'Build-Your-Own' concept & order customization
- Increase in perceived need for protein
- Increased demand for quality over quantity
- Increase demand for beverages with a twist
- Increased popularity for drinks as meals
- Increased demand for healthy fast food



OPERATIONS



3 operational options:

- Satellite Store - Pop-up shop (office, gym, school)

- Add to existing business - ex. Gym

- Stand alone location - Aprox 1,000 sq ft

Features a small working footprint

Flexible hours

Labor options - independent contracts and/or hourly employee

Operated with minimal labor (1-2 contractors / employees)



MARKETING

- Gorilla Marketing - Flyers, Brochures, Door Hangers

- Consistent sampling

- Weekly or monthly flavor specials

- Seasonal offerings

- Social Media

- Loyalty Programs

- Events - Body transformation challenges, fit camps



STRENGTHS & OPPORTUNITIES

- Excellent product offering
- Focus on quality
- Great perceived value
- Process driven operations
- Quick service
- Able to branch off of the nutrition bar and offer additional pre-packaged food items, health coaching and at home product purchase opportunity



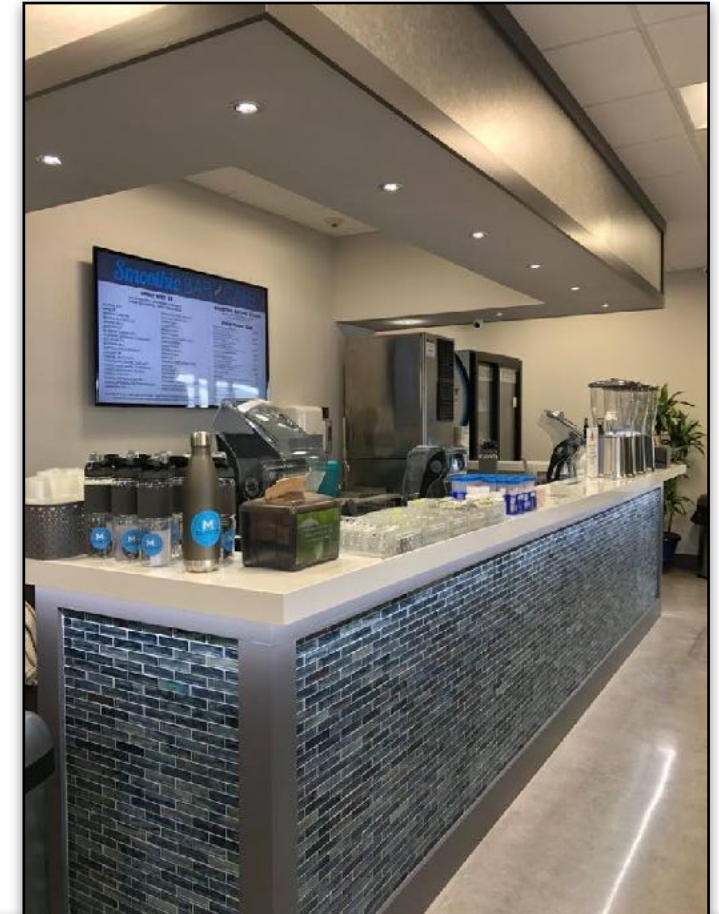
START UP COSTS

■ Typical build out expenses - \$10k - \$30k

- Bar, cabinets flooring, paint, plumbing electrical
- Blenders, cup sealer, refrigerator, freezer
- Tables & Chairs
- TV, I-Pad, Signage
- Food products & serving items

■ Grand Opening Marketing - \$2,500 - \$5k

■ Working Capital - \$5k - \$10k



PRICING STRUCTURE - CAFE ONLY

Meal Replacement Shake, Tea, Aloe	Cost = \$3.44	Retail \$8
ACAI BOWL	Cost = \$4	Retail = \$8
Tea Bomb	Cost = 2.35	Retail = \$5
Post Workout - Rebuild Strength	Cost= \$3.25	Retail = \$7
Pre-workout - Prepare	Cost \$2.06.	Retail = \$4
During Workout - CR7 DRIVE	Cost = \$.1.35	Retail = \$2
Protein Bars	Cost = \$1.52	Retail = \$3
Lift Off Energy Tablets	Cost = \$1.21	Retail = \$3
Achieve Meal Bars	Cost = \$2.00	Retail = \$4

Prices include cup, straw & lids

Employees / Contractors

Shake Baristas

\$8 - \$10 per hour

Health Coaches

\$10 - \$12 per hour

Share in monthly store profit

Opportunity to gain wholesale clients

Learn how to open club



MONTHLY EXPENSES



Fixed Expenses

- Rent - \$0 - \$3,000 (Ex. \$2,000mo)
- Utilities - \$300 - \$500
- Ice & Water Machine Rental - \$160
- Insurance - \$200 / yr

Variable Expenses (Based on consumptions)

- Cups, Bowls, Lids Straws
- Fruit, flavorings, toppings
- Cleaning supplies
- Barista's / Health Coaches

MONTHLY EXPENSES



Phase 1 = 50 services per day

EXAMPLE - 50 Services per day x 24 days @ \$10 per service \$12,000

Fixed Expenses	\$3,000
Variable	\$500
Products Cost	\$4800
1 Shake Barista	<u>\$2,000</u>
	\$10,300 Total

Total Revenue \$12,000 - \$10,300

\$1,700 + Tips / mo

**Plus Pre-Packed
Sales & Wholesale
Product Sales**

Disclaimer - The above figures are for example purposes only and there is no guarantee of results.

MONTHLY EXPENSES



Phase 2 = 100 services per day

EXAMPLE - 100 Services per day x 24 days @ \$10 per service \$24,000

Fixed Expenses	\$3,000
Variable	\$1,000
Products Cost	\$9,600
2 Shake Barista	<u>\$4,000</u>
	\$17,600 Total

Total Revenue \$24,000 - \$17,600

\$6,400 + Tips / mo

**Plus Pre-Packed
Sales & Wholesale
Product Sales**

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MONTHLY EXPENSES



Phase 3 = 200+ services per day

EXAMPLE - 200 Services per day x 24 days @ \$10 per service \$48,000

Fixed Expenses	\$3,000
Variable	\$2,000
Products Cost	\$19,200
3 Shake Barista	<u>\$6,000</u>
	\$30,200 Total

Total Revenue \$48,000 - \$30,200

\$17,800 + Tips / mo

**Plus Pre-Packed
Sales & Wholesale
Product Sales**

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PRICING STRUCTURE - WHOLESALE

Health Coaching Services

Clients have the option to work with a health coach. Our health coaches will provide meal plan, shopping list, workout programs, accountability and more.

10-30% Wholesale Profit
on Customer Direct Orders

30 Day Jumpstart Program

\$154 Wholesale
Profit = \$50+

Goal 10+ Wholesale Clients Per /mo

\$50 x 10

Profit \$500+ 1st month

+++ Monthly Repeat Orders



CLUB DUPLICATION

As a network marketing business model, we have the ability to share and teach others to own and operate a their own nutrition cafe. You will have the opportunity to earn 5-12% in royalties and bonuses from clubs that branch off of yours.

Example -
10 clubs producing 20,000 volume points/mo

Royalties and Bonuses
Aprox. \$23,000+ Per Month

MODEL EXAMPLES

Free standing store



Located in a gym



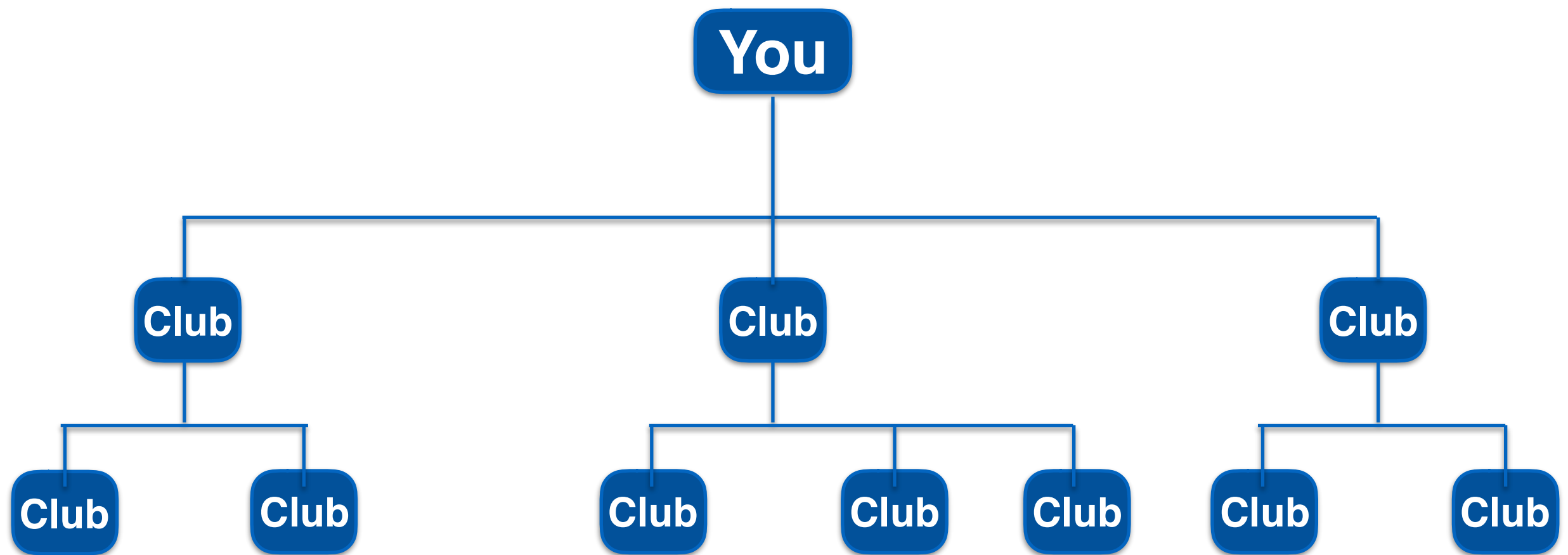
Satellite Location



Gyms, Offices, Parks

Club Duplication

Opportunity to teach club model to others. Creates downline volume = Additional Revenue



10 Clubs averaging 20,000 volume points = 200,000 total volume points

200,000 x 5% Royalties = \$10,000 + 2-6% bonus an additional \$3,600 - \$10,800 = **\$12,000 - \$20,000 + per month**

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